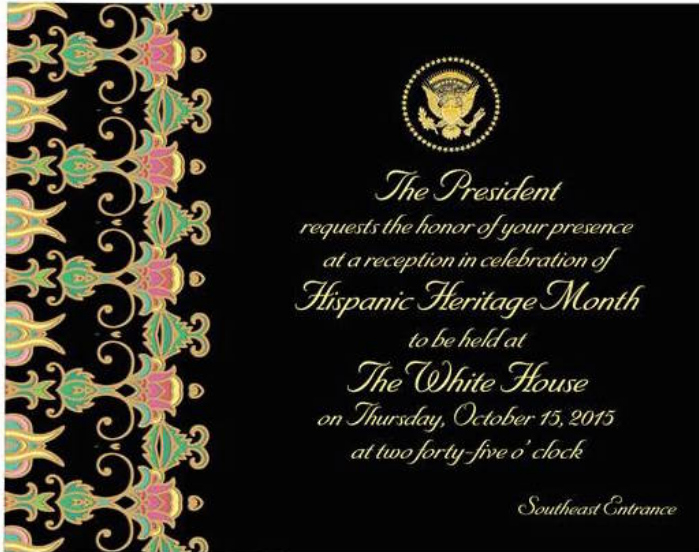


## Footsteps2Brilliance Invited to White House to Celebrate Educational Excellence for Hispanics



October 14, 2014  
Washington, DC

Ilene Rosenthal, CEO of Footsteps2Brilliance, and Osceola School District Superintendent, Melba Luciano, will meet with President Obama at the White House tomorrow to celebrate the work that Footsteps2Brilliance and Osceola County are doing to accelerate educational excellence for Hispanics. The White House has nationally

recognized Footsteps2Brilliance for the work that it is doing to increase literacy for pre-K through 3<sup>rd</sup> grade students. It's unique English/Spanish toggle switch helps Hispanic families prepare their children for academic success.

A central goal of the White House Initiative is to increase the number of Hispanic schoolchildren who enter kindergarten ready for success and become proficient readers by third grade. According to the White House, while Hispanics make up approximately one quarter of students in public schools, only 20 percent of Hispanic 3 – 5 year olds are enrolled in preschool programs, and only 20 percent of Hispanic students read proficiently by fourth grade.

Footsteps2Brilliance® has received attention from the White House for its ability to scale early literacy and language acquisition services and support an entire city's population in both English and Spanish. This enables school districts, for the first time ever, to leverage the mobile devices that parents already own to create *Model Innovation Cities™* that are focused on providing early literacy services and tools to all parents through both digital and in-person support.

"We are honored by this recognition, and appreciative of the visionary Superintendents that are leading the nation by leveling the playing field for all children," said Ilene Rosenthal, CEO of Footsteps2Brilliance, Inc.